

#11

# City Entrances Improvement Proposal

PORTNEUF VALLEY PARTNERS





## Background

- Leadership Pocatello installed the signs originally
  - Sponsor signs/logo were sold for \$200, 20 years ago
- Time for an update
- Faded, cluttered, outdated information
- Greater wayfinding effort to unify signage
  - 5<sup>th</sup> Ave by the Rose Garden,
  - Pocatello Creek by the Red Lion,
  - Clark at 19<sup>th</sup> is in better condition, possibly enhance in future



Pocatello Creek Road by the Red Lion



Pocatello Creek Road



5<sup>th</sup> Ave near rose garden/visitor center

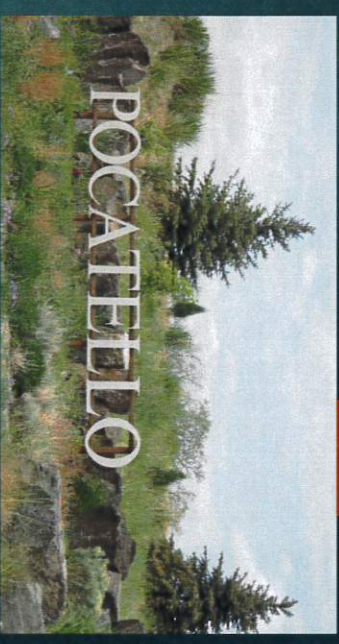


Clark Street at 19<sup>th</sup>

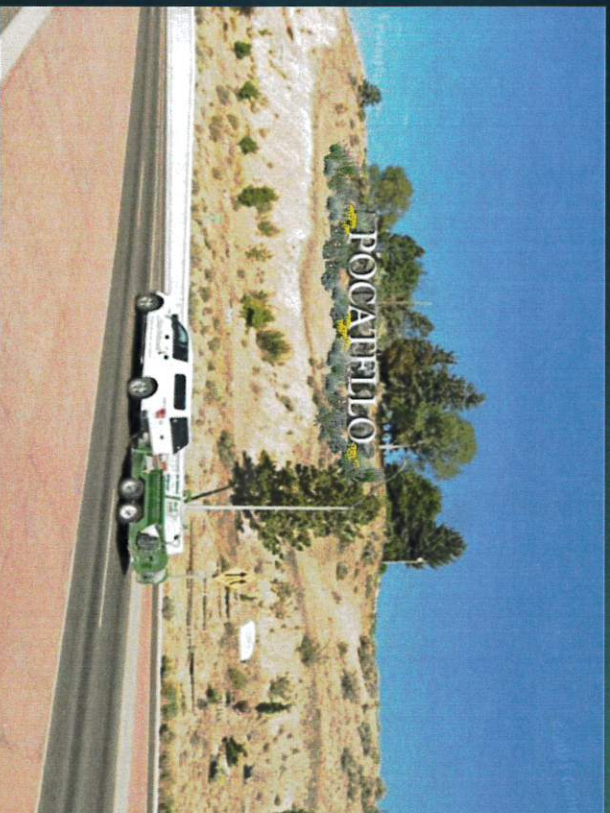


# Recommendations

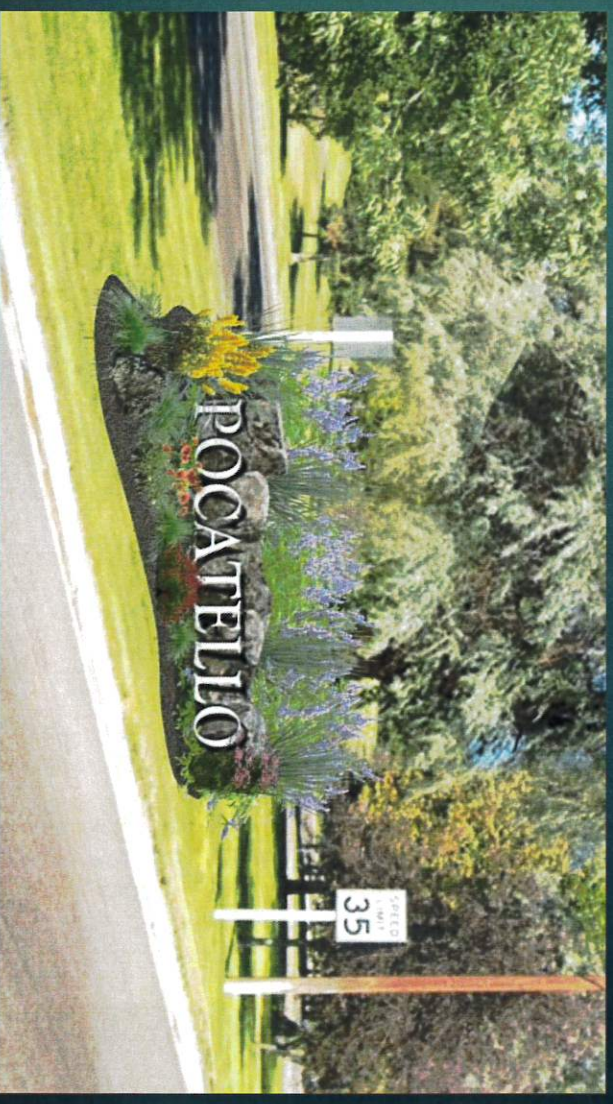
- 1) Staff and PVP Recommends to install similar "POCATELLO" letter style sign with lava rock backdrop at other City entrance locations.
  - 1) Establish a unified brand for our City entrances
  - 2) Approved by Staff and compliant with the Landscaping Policy for ROW projects.
  - 3) "POCATELLO" sign is unique, reflects our native landscape and local lava rocks
- 2) A mix of grasses and high impact drought tolerant flowering plants in a low maintenance design will be used.



Existing sign at the Center Street onramp



Pocatello Creek Road



5<sup>th</sup> Ave (near rose garden/visitor center)

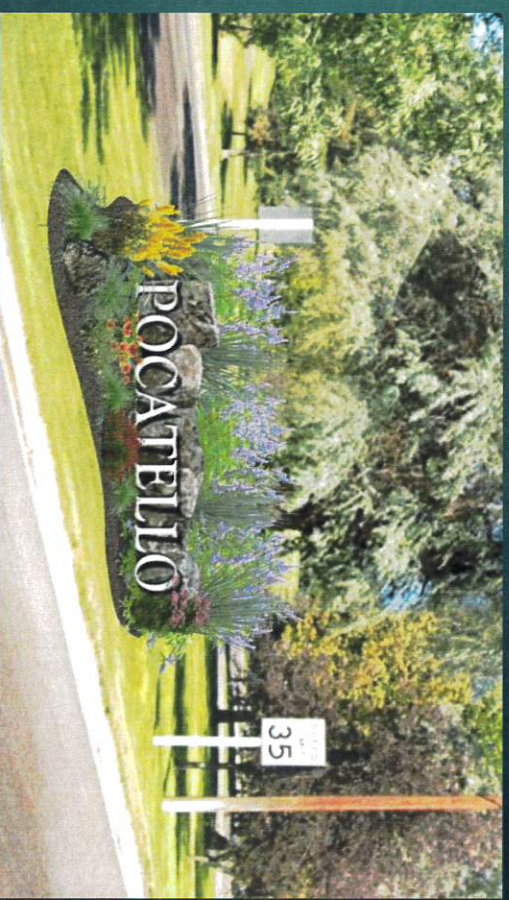


## Our Ask

- Portneuf Valley Partners has contributed-
  - Money for materials
  - Concept development
  - Design work
- City Council
  - Approval of the sign concept as presented
  - Approval to remove the sign at the Red Lion and to use Parks Dept time
  - Relocate specific small metal signs to City Hall
    - City Staff to work on display design
  - Use City Staff Time to Fabricate the signage
  - Parks time to design the irrigation system and maintain areas
- Street Department's time to place and install signs



Poccatello Creek Road sign by the Red Lion



Design Concept shown at S 5<sup>th</sup> Ave.